

**ORDER**

**Orders**  
**Order / Rev:** 1575233  
**Alt Order #:**  
**Product Desc:** Political 2016 Aug & Sept  
**Estimate:**  
**Flight Dates:** 08/30/16 - 09/11/16  
**Original Date / Rev:** 08/29/16 / 08/29/16  
**Order Type:** Political

**WSFA**

**Primary AE:** Kerry Morrison  
**Sales Office:** WSFA  
**Sales Region:** Local

**Agency Name:** BRUM Advertising  
**Buying Contact:**  
**Billing Contact:** Alan Brumbeloe  
 1 Perimeter Park South #100N  
 Birmingham, AL 35243

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Lovvorn, J/R/AL State House of F  
**Demographic:** A18+  
**Product Codes:** PL600  
**Priority:** P 4  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:**  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/09/16	75	\$17,900.00	\$15,215.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	75	\$17,900.00	\$15,215.00	0.00
<b>Totals</b>	<b>75</b>	<b>\$17,900.00</b>	<b>\$15,215.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison	WSFA	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSFA	08/30/16	09/11/16	Today In Alabama	Comm	6a-7a	MTWTF--	:30	10	\$200.00	P 4	0.00	NM	15	\$3,000.00
				Today In Alabama											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	-TWTF--					5	\$200.00		0.00			
		Week: 09/05/16	09/11/16	MTWTF--					10	\$200.00		0.00			
N 2	WSFA	08/30/16	09/11/16	NET NBC Today Show	Comm	7-9am	MTWTF--	:30	10	\$95.00	P 4	0.00	NM	20	\$1,900.00
				NBC Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	-TWTF--					10	\$95.00		0.00			
		Week: 09/05/16	09/11/16	MTWTF--					10	\$95.00		0.00			
N 3	WSFA	08/30/16	09/11/16	WSFA 12 News at Six - M	Comm	6-630pm	MTWTF--	:30	10	\$350.00	P 4	0.00	NM	20	\$7,000.00
				WSFA 12 News at Six - MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	-TWTF--					10	\$350.00		0.00			
		Week: 09/05/16	09/11/16	MTWTF--					10	\$350.00		0.00			
N 4	WSFA	08/30/16	09/11/16	WSFA 12 News at Ten - M	Comm	10-1035pm	MTWTF--	:30	10	\$300.00	P 4	0.00	NM	20	\$6,000.00
				WSFA 12 News at Ten - MF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/29/16	09/04/16	-TWTF--					10	\$300.00		0.00			
		Week: 09/05/16	09/11/16	MTWTF--					10	\$300.00		0.00			
													<b>Totals</b>	<b>75</b>	<b>\$17,900.00</b>

**ORDER**

**Orders**  
**Order / Rev:** 1570944  
**Alt Order #:**  
**Product Desc:** Political- Mayor of Selma Campaign  
**Estimate:**  
**Flight Dates:** 08/18/16 - 08/28/16  
**Original Date / Rev:** 08/18/16 / 08/23/16  
**Order Type:** Political

**WSFA**

**Primary AE:** Kerry Morrison  
**Sales Office:** WSFA  
**Sales Region:** Local

**Agency Name:** Barbee Media Group  
**Buying Contact:**  
**Billing Contact:**  
 1 Perimeter Park South  
 Birmingham, AL 35243

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM  
**Agency Commission:** 15%

**Advertiser Name:** POL/Melton, Darrio/Mayor  
**Demographic:** A18+  
**Product Codes:** PL555  
**Priority:** P 4  
**Revenue Codes:** Agency, Political, Pol-Candidate

**New Business Thru:** 08/17/17  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/31/16	21	\$1,650.00	\$1,402.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	21	\$1,650.00	\$1,402.50	0.00
<b>Totals</b>	<b>21</b>	<b>\$1,650.00</b>	<b>\$1,402.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSFA	08/18/16	08/22/16	Today in Alabama 5am	Comm	5-530a	M---F--	:30	1	\$100.00	P 4	0.00	NM	2	\$200.00
				Today in Alabama 5am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1				\$100.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$100.00		0.00			
N 2	WSFA	08/18/16	08/22/16	Today in Alabama 530a	Comm	528am-6am	M---F--	:30	1	\$110.00	P 4	0.00	NM	2	\$220.00
				Today in Alabama 530a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1				\$110.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$110.00		0.00			
N 3	WSFA	08/22/16	08/22/16	Today In Alabama	Comm	6a-7a	M-----	:30	1	\$200.00	P 4	0.00	NM	1	\$200.00
				Today In Alabama											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	M-----		1				\$200.00		0.00			
N 4	WSFA	08/19/16	08/22/16	WSFA 12 NEWS AT 430PM	Comm	M-F 430-5P	M---F--	:30	1	\$40.00	P 4	0.00	NM	2	\$80.00
				WSFA 12 NEWS AT 4:30PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1				\$40.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$40.00		0.00			
N 5	WSFA	08/18/16	08/22/16	WSFA 12 News at Five	Comm	5-530pm	M---F--	:30	2	\$185.00	P 4	0.00	NM	4	\$740.00
				WSFA 12 News at Five											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	---TF--		2				\$185.00		0.00			
		Week: 08/22/16	08/28/16	M-----		2				\$185.00		0.00			

